



2001 ASSEMBLY BILL 177

March 7, 2001 - Introduced by Representative POWERS, by request of Governor's Task Force on Privacy. Referred to Committee on Personal Privacy.

1 **AN ACT to create** 134.44 of the statutes; **relating to:** written policies by
2 businesses operating in this state concerning collection and disclosure of
3 personally identifiable information of state residents.

Analysis by the Legislative Reference Bureau

Under this bill, a business that operates for profit in this state, that collects personally identifiable information from its customers who are state residents, and that discloses the information to third parties must establish a written policy regarding the collection, use, and disclosure of that information. The bill also imposes requirements on these businesses concerning the manner in which they must make the policy accessible to customers. Personally identifiable information includes items such as the customer's name and address.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

4 **SECTION 1.** 134.44 of the statutes is created to read:
5 **134.44 Policies for disclosing personally identifiable information by**
6 **businesses. (1)** In this section:

